

WHOLESALER PACKING INSTRUCTIONS

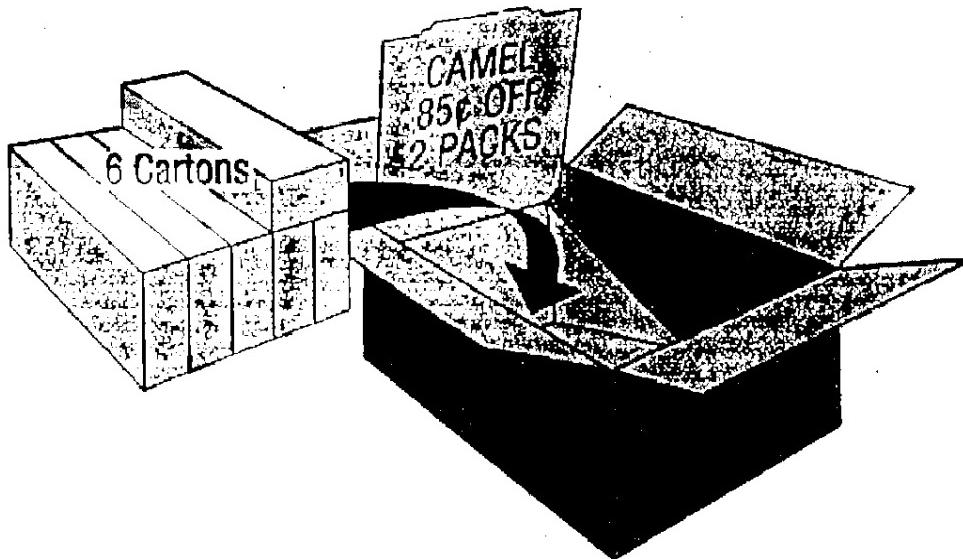
VALUE ADDED PROMOTIONS

2ND QTR '98

May CAMEL 85¢ OFF 2 Packs

STEPS

1. Open CAMEL 85¢ Off 2 Packs shipping case.
2. Place 6 cartons (2 CAMEL Lights Box, 2 CAMEL Filter Box, 1 CAMEL Lights and 1 CAMEL Filter) promotional product into shipper/display. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 543785

Promotion Reporting Description: CAM MAY .85/2 PK

Brand Style	FILTER	Filter Box	LIGHT	Lt Box		
Number of Cartons	1	2	1	2		

51861 1181